

# DAVIS COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
<b>DEMOGRAPHIC</b>					
Population	301,915	307,656	306,479	-0.4%	3
Total Non-Ag Employment	103,354	99,911	100,364	0.5%	3
Non-Ag Avg Monthly Wage	\$2,986	\$3,065	\$3,129	2.1%	8
Per Capita Income	\$33,283	\$33,104	n/a	n/a	n/a
Unemployment Rate	3.5%	6.4%	6.6%	3.1%	22
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$528,709,132	\$485,639,886	\$504,937,779	4.0%	4
Travel & Tourism Related Employment	10,451	9,368	9,506	1.5%	4
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$28,074,034	\$25,450,138	\$26,408,597	3.8%	4
Transient Room Tax	\$1,105,618	\$968,186	\$950,852	-1.8%	9
Restaurant Tax	\$2,841,938	\$2,828,665	\$2,898,411	2.5%	3
Car Rental Tax	\$400,646	\$359,372	\$352,816	-1.8%	3
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$3,912,734,824	\$3,943,161,877	\$3,567,445,754	-9.5%	3
<b>REGIONAL VISITATION COUNTS</b>					
S.L. Airport Passengers	20,790,400	20,451,178	21,016,686	2.8%	
Lagoon Amusement Park	1,340,000	1,200,000	1,300,000	8.3%	
Willard Bay S.P.	159,424	304,441	340,645	11.9%	
Antelope Island S.P.	256,901	273,510	285,390	4.3%	
Great Salt Lake S.P.	214,127	213,289	249,085	16.8%	
East Canyon S.P.	98,010	99,663	83,967	-15.7%	
Golden Spike N.H.S.	39,995	45,334	43,561	-3.9%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2007 - 2008 calculations

r = revised

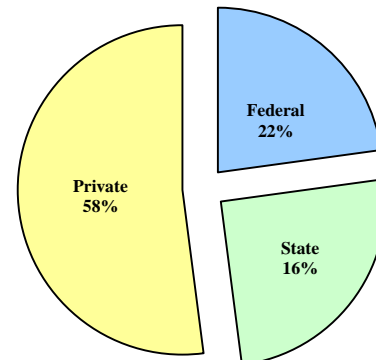
Land Ownership - 2010	No. of Acres	% Total
<b>Total Acres in County</b>	<b>173,291</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>44,353</b>	<b>25.6%</b>
BLM	330	0.2%
US Forest Service	38,193	22.0%
National Park Service	--	--
National Wildlife Service	--	--
Other •	5,830	3.4%
<b>State Government</b>	<b>48,804</b>	<b>28.2%</b>
Utah State Parks & Recreation	27,498	15.9%
Utah State Wildlife Reserves	321	0.2%
State Trust Lands	30	0.0%
Other ••	20,955	12.1%
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private*</b>	<b>101,113</b>	<b>58.3%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

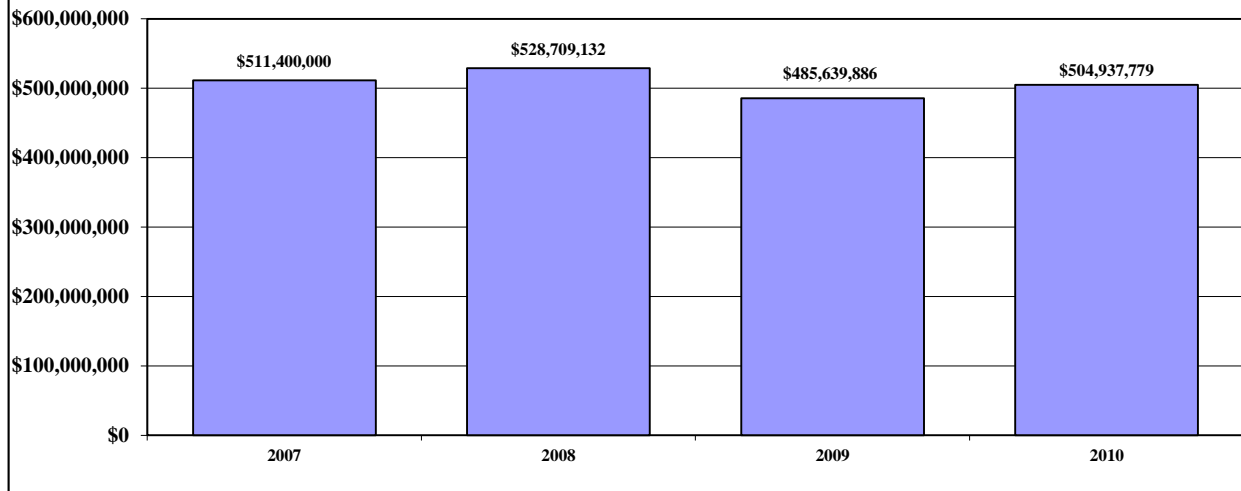
\*May include some local government land

Land Ownership - 2010

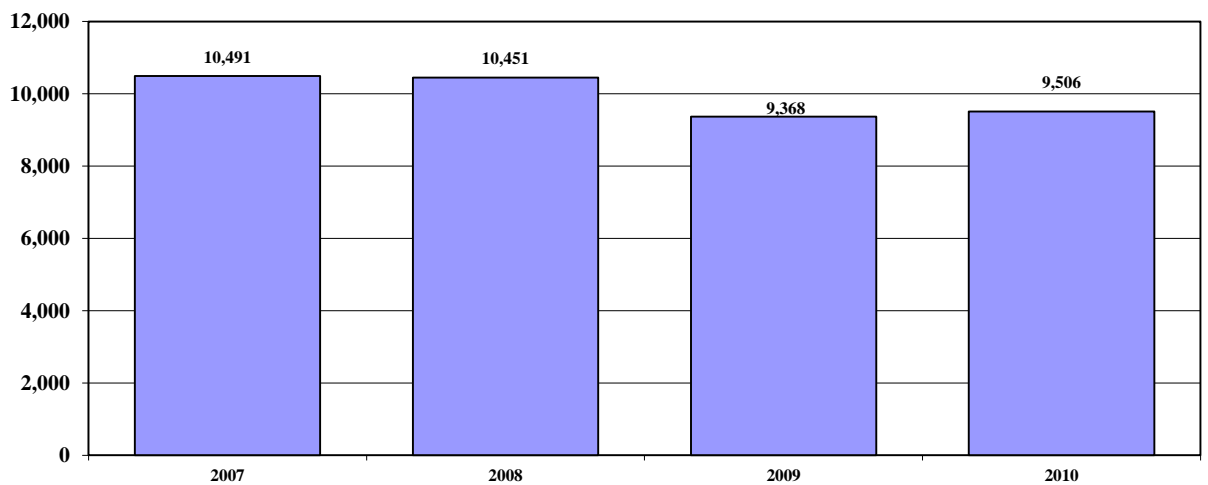


# Davis County Tourism Profile

## Spending by Travelers (current dollars)



## Travel & Tourism Related Employment



## Transient Room Tax Collections (current dollars)

